



THREE RINGS

THE BALLANTINE NEWSPAPER



VOL. 6, No. 4

P. BALLANTINE & SONS

June 1962

WASHINGTON WINS BRANCH SAFE-DRIVING CONTEST

Story on Page 3



Honoring an Ace. Ballantine President Carl W. Badenhausen presents set of matched woods to Delivery's Bob Cryan who hit a hole-in-one in Employees' Spring Golf Tournament. Bob also received a framed photograph of himself, in color, snapped at the tournament. Story on page 4.



Mitch Signs. Mitch Miller, who enters millions of living rooms through television every Thursday night, made a personal appearance in our cafeteria. Mitch, on a social visit to the Brewery, took time out to sign autographs for employees. Here he has just completed doing the honors for secretary Betty Macfarlane.

PINPOINTED...

Up The Ladder

Promotions in the news: *Philip Della Torre* from Staff 2 in the Garage to Branch Traffic Manager, Baltimore. . . . *Marvin Fretwell* from Military Sales Representative to District Sales Manager in the Tidewater Division. . . . *J. Brian Morrissey* from Market Analyst to Supervisor of the Sales Statistics Section, Market Research. . . . *Cecilia Scott* from Clerk to Calculator Operator, Delivery.

* * *

Golden Anniversary

Mr. and Mrs. Joseph Waltner celebrated their golden wedding anniversary late in April. . . . *Mr. Waltner*, a former Bottler, retired in December, 1958. . . . He is a member of the Quarter Century Club.

* * *

Seven Retire

Quarter Century club members *Fred Steinke*, *Frank Brotschol* and *Camille J. Burner* were among seven Ballantine employees who retired in the last few weeks. . . . *Fred* and *Frank* worked in Engineering while *Camille* worked in the Brewery. . . . The other four new retirees are *Brewing's George Y. Gibb*, *Engineering's Francis X. Zeh* and *Michael Kiebus* and *Bottling's William C. Benner*.

* * *

Citation of Merit

Elsie W. Riordan, Secretary to Vice President *Carl S. Badenhausen*, has been awarded a citation of merit by the Ladies Auxiliary to the Veterans of Foreign Wars Post #6255, Cedar Grove. . . . The award is "in recognition of meritorious service at East Orange Veterans' Hospital. . . . *Mrs. Riordan* is Hospital Chairman for the Auxiliary.

* * *

Grateful for Blood

Mrs. Daniel P. Cecere, mother of Delivery's *Anthony Cecere*, sent a note of appreciation to the Brewery recently which said, "I am very grateful for the ten pints of blood which were sent to the New England Baptist Hospital, Boston, Mass., as a replacement for the blood transfusions which were given to me during my serious illness. . . . I extend my most heartfelt thanks." . . . The blood sent for *Mrs. Cecere* came from the Ballantine Employees' Blood Bank.

* * *

Preparing For Show

Red Bank Driver *Dave MacIntosh* is busily preparing for the Asbury Park Flower Show which is set for September. . . . *Dave*, whose fame as a horticulturist is spreading, took 11 blue ribbons and five seconds in last year's show for his prize Dahlias and Gladiolas.

* * *

Earns Degree

Lawrence J. Lynch, Supervisor in the Sales Promotion Division, will receive a Bachelor of Science degree in marketing from Rutgers University this week. . . . *Larry* has been an evening student at the school's Newark division. . . . Last year he made the Dean's List for outstanding academic achievement.

* * *

Silver Anniversary

Mr. and Mrs. Donald Battiste will observe their 25th wedding anniversary on June 19th. . . . The couple were married in Newark. . . . *Mrs. Battiste* is the former *Doris Doering*, whose father is a Quarter Century Club member retired since 1945. . . . *Don* works in the Engineering Department and is also a member of the Ballantine 25-Year Club. . . . The couple have two children and a grandchild. . . . The Battistes will celebrate their anniversary at a dinner being planned by their friends.

* * *

Opens Season

Ballantine's softball nine, defending champion of the Newark Recreation Department's Ironbound Industrial Softball League, is also competing in the Red Shield Industrial Softball League this year. . . . The 20-man squad, managed by *Frank Pulidore*, opened competition in the latter loop last month with a 3-1 victory over the Wallace and Tiernan team. . . . The Recreation Department's league schedule will open this month.

* * *

Tennis Group Formed

A Ballantine employee group of tennis enthusiasts is meeting every Monday night at 6 p.m. at the Branch Brook Park tennis courts for an hour of instruction and competition. . . . If you'd like to join the group, go to the courts with a racket, tennis shoes and tennis balls. . . . The lessons are provided by employees experienced in the game. . . . Call Recreational Coordinator *Bob Geiger* at extension 523 for additional information.

207 Employees Presented Company Service Awards

A total of 207 Service Pins were presented to employees during April and May. The recipients were:

20 Years

Louis Avila, Bottling
Sylvester Barrett, Bottling
Herbert A. Baumann, Warehousing
Nathan Beck, Delivery
Frank J. Begina,

Hamden, Conn. Branch
Charles Bender, Delivery
David Bertoli, Bottling
William J. Boyle, Bottling
James E. Burke, Warehousing
John Chepulis, Warehousing
John Chuy, Delivery
William V. Danna, Delivery
Albert Del Tufo,

Receiving Supervisor
Patsy DiGiovine, Delivery
John R. Drummond, Bottling
John E. Emanuel, Bottling
Sidney Enzer, Delivery
Leslie Farmer, Warehousing
William C. Fautz, Warehousing
Joseph Firuta, Warehousing
Frederick A. Flemm, Warehousing
William Foote, Delivery
Victor V. Freda, Warehousing
Alfred Frunzi, Garage
Joseph Garaffa, Warehousing
Herman Gerber, Bottling
James A. Ginty, Warehousing
Raymond S. Gray, Engineering
Joseph Grosso, Delivery
Edward Grubel, Warehousing
Matro Gural, Warehousing
Raymond Kruse, Warehousing
John H. Leonard, Warehousing
Karl Lepple, Engineering
Frank Lorenzo, Warehousing
George A. MacLear, Delivery
Matthew Mairs,

Baltimore Branch Manager
Peter Marsico, Bottling
William Matisoff, Delivery
John C. McGrath, Bottling
John McQuaid, Delivery
Mauro Melasippo, Warehousing
Edwin Mott, Delivery
Harry O'Hara, Delivery
William C. Peitz, Warehousing
Nicholas Pintonzi, Warehousing
Patrick Quaglietta, Warehousing
Thomas Rossi, Warehousing
James T. Schaefer, Asst. to
Public Relations Manager
Carl C. Schantshek, Delivery
Hazel Schurr, Credit
Edward T. Shaughnessy, Delivery
Valentine Sieben, Bottling
Peter Valli, Garage
Charles A. Vill, Delivery
Everett Williamson, Garage
George Wilverding, Warehousing
Zigmund J. Wisniefsky, Delivery
Henry Zakoski, Delivery
John Zautyk, Bottling

15 Years

James Ancypowicz,
Warehousing Supervisor
John F. Andrade, Warehousing
William Aupperlee, Delivery
Charles Baranoski, Delivery
Lawrence F. Barnikow, Delivery
John C. Beacher, Warehousing
Joseph F. Beierle, Warehousing
Arthur F. Berner, Delivery
John J. Betz, Delivery
Milton R. Bieniek, Warehousing
Clarence Bloodgood,
Albany Branch
Thomas Bona, Delivery
Charles Boyce, Warehousing
Leo V. Boylan, Delivery
John A. Breynock, Warehousing

Stephen C. Campanella,
Cranston, R.I. Branch
Vincent Carroll, Tillson Branch
Michael Chencharik, Warehousing

Quarter Century Club

To Meet June 12

A total of 84 employees will be enrolled in the Ballantine Quarter Century Club at the annual awards dinner and meeting, June 12 in the cafeteria.

George M. Collins, Delivery
Francis J. Connaughton,
Warehousing
Vincent H. Crantz, Tillson Branch
Anthony Dackowsky, Bottling
Vincent A. Driscoll, Warehousing
Bruno A. Dziedzic, Delivery
Herman W. Easton, Brewing
Atwell T. Edmunds, Delivery
Frank W. Eible,
N.Y.C. Bottle Sales
Virgil E. Elwood, Warehousing
Edwin H. Ensor,
Brewing Supervisor
Louis V. Every, Tillson Branch
John F. Fitzgerald, Tillson Branch
William J. Garrigan, Warehousing
Wilton C. Gayle, Brewing
Frank J. Gonzalo, Delivery
Kenneth J. Grish, Warehousing
Theodore J. Hartman, Delivery
Walter W. Hoelderlin, Delivery
John N. Jimmerson, Delivery
Harry C. Kiefrider, Brewing
Anthony J. Kloskowski,
Warehousing
Arnold F. Koeck, N.J. Bottle Sales
Frank A. Koempel, Warehousing
Vincent A. Krzywosz, Warehousing
Roland H. Lauther,
Warehousing Shift Supervisor
Wallace J. Lear, Delivery
Walter E. Lemke, Warehousing
Arthur C. Lindstrom, Delivery
John F. Lubanski, Delivery
Michael Lydon, Brewing
John J. Madura, Delivery
Joseph A. Manning, Delivery
Michael Mazur, Warehousing
Thomas M. McCoy, Warehousing
James C. McGlynn, District
Manager, N.J. Bottle Sales
Raymond J. McGrath,
Warehousing

John J. McKenna, Warehousing
William B. Milford,
Bottling Supervisor
Francis G. Monahan, Warehousing
George E. Moran, Warehousing
Charles J. Moskowitz, Division
Superintendent, Production,
Planning and Control
William C. Necina, Brewing
George Nicholson, Warehousing
John W. O'Brien, Albany Branch
Marcus E. O'Connell,
Engineering Shift Supervisor
John W. Pakasinski, Delivery
Wash Polivka, Warehousing
Michael J. Powers, Warehousing
Paul J. Przedpelski, Delivery
James A. Pucillo, Warehousing
John Pukatch, Warehousing
Joseph L. Racich, N.J. Bottle Sales
Jean M. Radon, Credit
Thomas Ramauro, Engineering
Theodore Rayeski, Warehousing
Joseph S. Reho, District Manager,
N.J. Draught Sales
William Riedel, Warehousing

Richard A. Rinderer, Brewing
Louis Rosinski, Delivery
Edward T. Rybaczyk, Warehousing
Thomas F. Ryder,
Warehousing Supervisor

Stanley F. Sadowski, Delivery
Frank J. Schaden, Warehousing
Emmett F. Schieder, Delivery
James W. Schlicher, Warehousing
Findlay M. Shaw, Brewing
Husheal J. Shepard, Delivery
Benjamin J. Shulanski,
Warehousing

William V. Siernos, Delivery
Peter Sikorski, Albany Branch
Joseph A. Sporczyk, Delivery
George J. Springer,
Brewing Supervisor

Bradford Sterling, Delivery
Frank R. Suglia, Warehousing
Joseph P. Tallett, Warehousing
Donato A. Tauriello, Warehousing
Truman Toland, Art Director
Norman C. Tortoriello, Delivery
Peter Travers, Delivery
Alfred G. Treasone, Delivery
Anthony Tremarco, Warehousing
Martin Ulrich, Delivery
John Urban, Bottling
Edward J. Verbetsky, Delivery
Joseph Weiss, Warehousing
Leon P. Wlasiuk, Brewing
Robert J. Yuhas, Delivery
Peter Zahorodny, Brewing
Walter F. Zalen, Delivery
Walter Zator, Delivery
Edmund V. Zielinski, Brewing
Frank J. Ziemian, Delivery

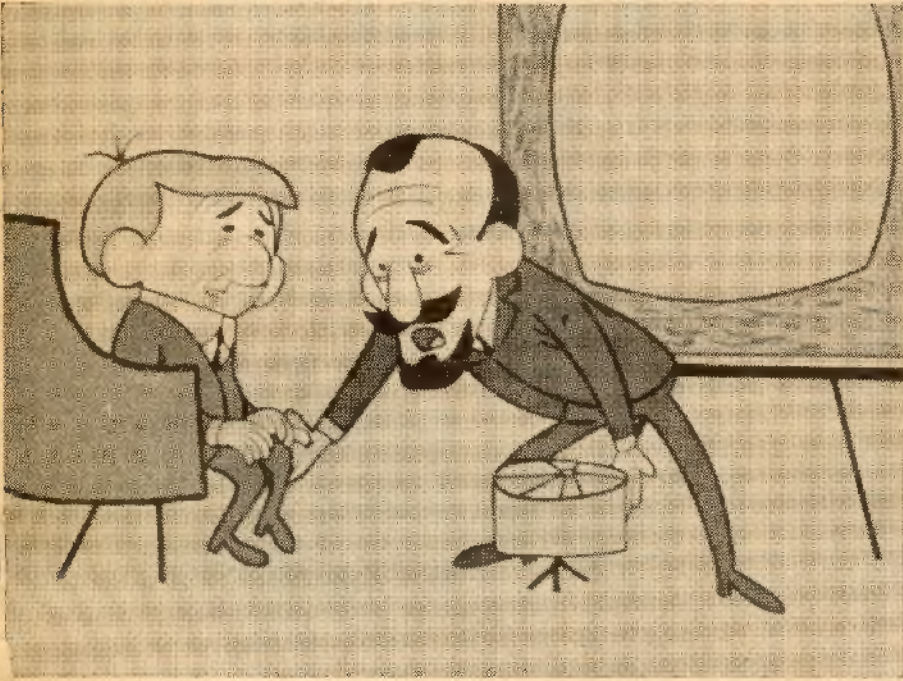
10 Years

George J. Abraitis, Delivery
Walter M. Bartasavage, Delivery
Gaetano Darchi, Bottling
Matthew Davie, Engineering
Joseph L. Dolan, Warehousing
Lloyd S. Genus,
Washington Branch
Edward J. Henahan, District
Manager, N.J. Bottle Sales
John P. Jerbasi, Warehousing
Frank E. Judge, Service Supervisor
John Kruger, Warehousing
Ulf Lie, Engineering
John F. Lindner, Delivery
George J. May, Jr.,
N.Y.C. Bottle Sales
Fred G. Mergner, Warehousing
Walter L. Paisley, Engineering
Nicholas Raimo, Delivery
James R. Scheider, Warehousing
Albin S. Smolinsky, Warehousing
Joseph A. Walsh, Warehousing

5 Years

George A. Blais, Albany Branch
John I. Burns, Field Sales
Representative, New England
Edward J. Cherny, Tillson Branch
Maureen A. Costello, Warehousing
Joseph P. Cruitt, Delivery
Frank Grande, Delivery
William L. House, Jr.,
Albany Branch
Vincent W. Hughes, Delivery
Frank Krohn, Tillson Branch
Beverley A. Lopez, Engineering
Raymond E. Lunney, Field Sales
Representative, Empire Division
Donald W. McKay, Tillson Branch
Alvin Miller, Supervisor,
Industrial Relations
Delbert E. Propst,
Washington Branch
Timothy W. Scanlon,
N. J. Telephone Sales
Eugene W. Solwold, District Sal
Representative, Dixie Division
August Sommer, Delivery

TV & Radio Ads "Plug" New Label



Radio and television advertising support for Ballantine's new beer label is being provided in a series of new commercials. The series includes several "Mitch animated" television ads which will be in use by the end of June. Scenes from one of these are shown here.

MAKES KEEPING BEER COLD A PICNIC



Ballantine picnic coolers, the perfect container for trips or the backyard barbecue, are on sale now for \$2.95 at the employee Three Ring Shop. The coolers keep cold a half case of Ballantine 12 ounce cans for four hours. A special booklet, which provides picnic tips, will be included free to all cooler purchasers. The Three Ring Shop is open weekdays from 11:30 a.m. to 3 p.m. and the second Wednesday of each month from 6:30 a.m. to 10 a.m.

"Family Day" Trip Saturday

Final plans have been completed for the Fifth Annual Ballantine Employees' Family Day Bus Outing to Yankee Stadium which will be held this Saturday June 9th.

Buses will leave the Raymond Boulevard employee parking lot at 12 noon for the trip to the stadium. They will return to the Brewery immediately following the game.

More than 1800 tickets have been sold for the outing. Refreshments will be provided on the buses carrying the crowd to the home of the Yankees.

In The Family

Married. Ann Marie Moccio, Credit to Eugene Diahan in Newark.

* * *

Married. Marilyn V. Kilcoyne, Hamden, Conn. Branch, to Clinton George McGraw in New Haven, Conn.

* * *

Married. Patricia Ann McCusker, Advertising, to David F. Saunders in Kearny.

* * *

Married. Lorraine Barber, General Transportation Office, to Alfred Pepe in Jersey City.

* * *

Married. Maria Schneider, Medical, to Otto Taddei in New York.

* * *

Married. Barbara Jean Cruikshank, Wethersfield Conn. Branch, to Paul E. Roy, Jr. in Canaan, Conn.

* * *

Born. A daughter, Patricia Ann, to Mr. and Mrs. Thomas Davis in Flushing Hospital, New York. Patricia Ann weighed seven pounds, 14 ounces. She joins a brother in the Davis household. Dad works in New York City Bottle Sales.

* * *

Born. A son, Richard James, to Mr. and Mrs. George Lindeberg in Milford Hospital, Connecticut. The new arrival weighed 10 pounds, seven and a half ounces. He joins a sister and a brother in the Lindeberg household. Dad works at the Hamden, Connecticut Branch.

Close To Home

It is with sincere regret we report the death of the following employees during the last few weeks:

* * *

John Masson, Draught Driver. Mr. Masson joined Ballantine in February of 1936 and became a member of the Quarter Century Club last year. He lived at 2103 Lentz Avenue in Union.

* * *

Norman L. Bailey, Pensioner. Mr. Bailey, who had been a District Sales Manager, retired in May, 1957. He lived in the Ogontz Manor Apartments, D53, Ogontz and Olney Avenues, Philadelphia.

* * *

Michael Harter, Brewer. Mr. Harter joined Ballantine in September, 1945. He lived at 67 Laurel Avenue, Arlington.

Safety Contest Win For Washington Drivers

A 60 percent safety improvement record earned driver-routemen of the Washington Branch first place honors in the 14th annual Ballantine Branch Safe Driving Contest which ended April 30th.

The Albany Branch finished in second place followed by Red Bank, Baltimore, Prince George (Hall, Md.) and Tillson.

Individual branch improvement marks are figured by comparing a branch's performance during the twelve months of the contest with its average safety record for the previous five years.

During the contest period the Washington drivers covered 98,364 miles and had a total of two chargeable accidents. The first accident occurred last September and the other in March of this year.

In all, the branch drivers drove more than a million miles during the contest with a total of 20 chargeable accidents registered. The

Tillson drivers covered the most ground, 331,398 miles.

Tillson had won the contest the previous four years out of five with perfect safety records of no chargeable accidents in three of them. These perfect years contributed to make the Tillson five-year average an extremely difficult record on which to improve. That fact explains why the Tillson men finished last this year, although they had but two chargeable accidents.

Washington finished first only once before in contest history, in 1954-55. The branch finished third in last year's contest and was second the year before.

Commenting on this year's Washington victory in an announcement to all the branches, Fleet Safety Superintendent Gordon Eska attributed it to "a fine exhibition of spirit and effort combined with determination and perseverance."

Expansion Program Work Progressing

Completion of the new packaging-warehousing building moved a step closer as workmen erected steel for a portion of the plant in Christie street near Ferry street. The two-level section will house the bottle house unloading dock on the first level and storage space on the second.

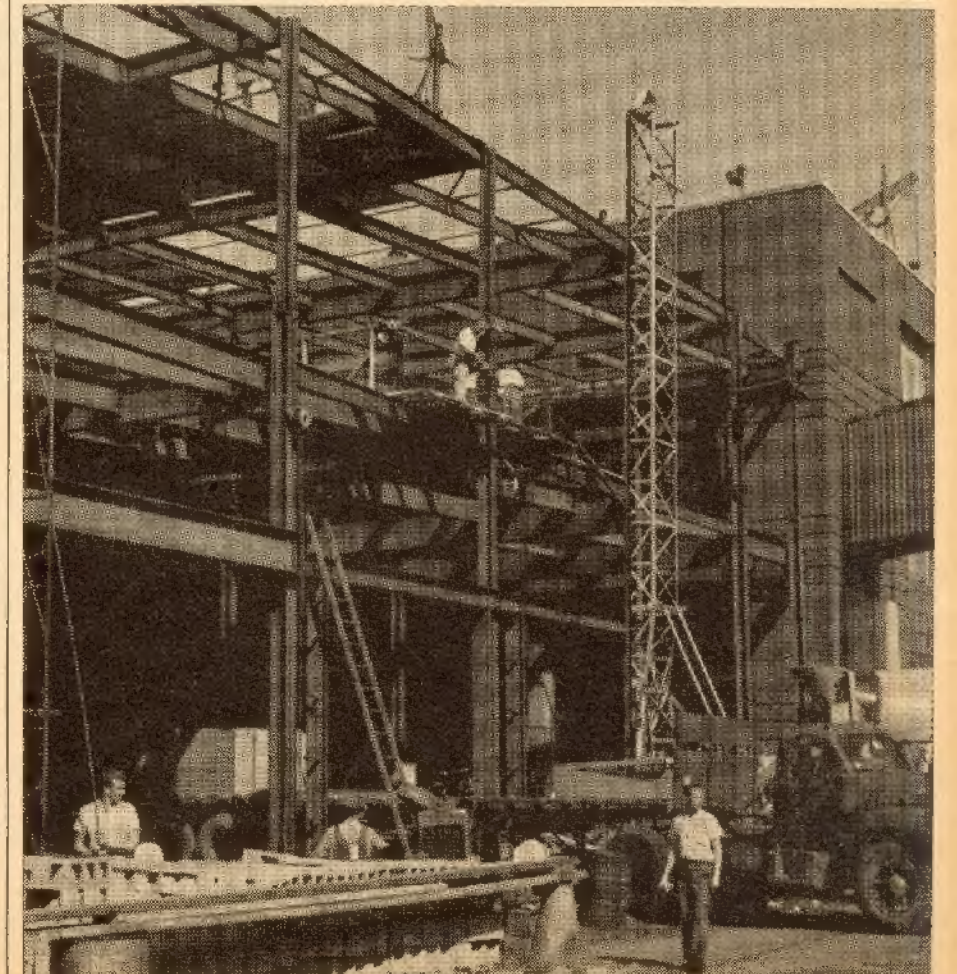
This segment of the new facility, construction of the main entrance in Ferry street facing Freeman street and the building of a bottle house section to the left of the main entrance will bring to an end the outside construction portion of the vast expansion program which was started in September, 1960. Erection of the entrance has been delayed to afford working space

during building of the bottle house section.

Following completion of the outside portion of the building program comes installation of the balance of canning and bottling lines and other equipment. Some of these lines are already in and are being readied for action.

The combined warehousing-bottle house operating offices, located on the second floor of the new plant, have been completed and are expected to be in use this week. A sternenwirth, in the same area, is ready for use.

Within the last month the route truck unloading operation, located in Plant 2 for the last year, was moved into the warehousing area of the new building.



Construction progresses on section of new warehousing-packaging plant in Christie Street.

PIPE SHOP TEAM BOWLING CHAMP

Bob Cryan's Hole-In-One Golf Tournament Feature



Harry Keifer

A 174 yard hole-in-one by Delivery's Bob Cryan featured the annual Employees' Spring Golf Tournament at the Asbury Park Golf and Country Club. Bob sank the ace on the fifth hole using a number five iron. It was his first hole-in-one in 25 years of golfing.

Ironically Bob didn't win the tournament's hole-in-one contest because that was run on the 16th hole. He did, however, receive a special award of a matched set of woods, which were presented to him by Ballantine President Carl W. Badenhausen.

In the tournament itself Richard Bidewell and Harry Keifer tied for



Richard Bidewell

low gross honors in the "A" Flight with scores of 77. Ray Groppe was the low net winner in the Flight with a 67.

In the "B" Flight John Glennon and Joe Gray tied for low gross with scores of 90. George May was the low net winner with a 65. Jim McCahill was the low gross winner in the "C" Flight with a 99 and Harry O'Hara won the low net with a 72.

The long drive contest was won by Al Davis who hit a 276 yard blast. The hole-in-one contest winner was Harry McMahon with a shot which landed four feet, six inches from the cup.



Harry McMahon



Al Davis

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Plant and Branch Reporters

Bottle House, Plant 1, John Tallman; Brewery, Plant 1, Rosey Rosamilia; Brewery and Bottle House, Plant 2, Henry Weber; Credit, Ruth Brennan; Engineering, Jane Brozowski; Sales Promotion, Helen Miller; N. J. Bottle Sales, John Lapp; N. J. Draught Sales, Andy O'Brien; New York Office, Lucy Gruebler; Payroll-Accounting, Fred Wilhelm; Personnel, Millie D'Alessandro; Production Office, Dorothy Reilly; Route Drivers, Artie Buehrer; Sales, Kay Reilly Huff; Sports, Rosey Rosamilia and Mike Kiselyk; General Transportation Office, Frank Winnicki; Warehouse, Al Platz; Albany, Bill Peterson; Baltimore, Tom Anderson; Cranston, Mary R. Mullen; Fairfield, May MacNamara; Hamden, Nancy O'Day; Red Bank, Peggy Lund; Tillson, Elaine F. McCann; Washington, Louis Frid; Wethersfield, Lenore Magnell.

TRADEMARK "THREE RINGS" REG. U. S. PAT. OFF.

COPYR. 1962 P. BALLANTINE & SONS

Cliff Sausville and his Pipe Shop 1 team just couldn't be stopped.

That in a nutshell is the story of the Men's Bowling League Roll-offs during which the Pipe Shop men earned the Company bowling championship by 121 pins.

The final scores were: Pipe Shop, 3902; Accounting, 3781; Beer Fermenting, 3748; Receiving, 3690; Bottle Drivers 69, 3641; Draught Platform 5, 3620 and Warehouse 1, 3579.

Cliff and his teammates Joe Freeman, Charlie Pallante, Frank Valente, George Pfersch and Walter Turkowsky, were behind only once during the four-game roll-offs, and that was at the end of the first contest. At that point Accounting led and the Pipe Shop team was second by 36 pins.

Pipe Shop led by 41 pins at the end of the second game, 62 pins at the end of the third contest, and

finished up the last game by almost doubling that lead.

While the Pipe Shop crew was having its own way at the top of the standings, a hot battle was waged for second place. The Beer Fermenting men moved into the No. 2 position at the end of the second game and had a 50 pin edge in that spot when the fourth game began. The Accounting men

came back strong in the final tilt, however, to grab second by 33 pins.

The roll-offs climaxed one of the hottest bowling league seasons in years. The seven division titlists in the roll-offs faced very tight competition throughout the entire season.

The Pipe Shop team was the Extra Fine Division roll-off entry. Accounting was the titlist in the Three Ring Division; Beer Fermenting earned the crown in the Purity Division; Receiving was No. 1 in the Handy Division; Draught Platform was the champ of the Body Division; Warehouse 1 finished at the top of the Flavor Division, and the Bottle Drivers team earned its roll-off berth by capturing the top spot in the Ale Division.



TO THE VICTORS — Trophies for winning the Company bowling championship are distributed to the Pipe Shop 1 team by Mr. Carl W. Badenhausen at the annual bowling outing. From left are Charlie Pallante, George Pfersch, Frank Valente, Cliff Sausville, Mr. Badenhausen, Joe Freeman and Walter Turkowsky.

Golden Ringers Team Wins Girls' Bowling Championship

The Golden Ringers team won the Girls' Bowling League Championship the final night of the season by defeating the Belle Hops keggers two games out of three. The margin of victory was a scant

half-game.

The Belle Hops led the league most of the way and had a half-game edge going into the last night. The Hops increased the lead winning the first game but the

Golden Ringers won the second by 11 pins and the third by 1 to earn the title.

The half-game victory margin came about because the two teams tied one game early in the season.



THE WINNERS — Victory pose is struck by the Golden Ringers team, winner of the Girls' Bowling Championship. From left are Lynn Pittner, Carol Kretzmer, Kay Winrow, Carol Pawlicki and Joanne Iacona. Betty Blake is also a team member.